BrainReserve is a team of Business Development Professionals who combine marketing expertise, creativity and trend identification to build leadership brands and profitable new businesses.

The New York-based company was founded in 1974 by Faith Popcorn, now Chairman and CEO. She is a recognized and respected consumer authority, able to predict the impact of social, economic and political trends on America's buying habits and lifestyles. Prior to starting BrainReserve, she was an award-winning Creative Director in the advertising field.

Peter Flatow, President and COO, has an extensive background in marketing, covering all arenas from new product development to consumer product acquisitions. His previous position was Director of Corporate Development for Bristol-Myers. He was also a well-respected marketing director at The Drackett Company, Lever Brothers and Johnson & Johnson.

BrainReserve is well-known for its Trend Bank which focuses on the major trend directions in the nation today, as well as delineating upcoming TIPs (Trends-in-Progress). The Trend Bank is continually updated by thousands of consumer interviews per year, a prime reason for BrainReserve's 95% accuracy rate in identifying trends over the past decade.

The company operates with a staff of twenty, which is supplemented by BrainReserve's unique Talent Bank, a carefully-chosen group of category experts, marketing/creative specialists and market researchers whose talents are matched to the challenge of each assignment. BrainReserve works for a roster of Fortune 500 clients, predominantly in the areas of New Product Development, Brand Renewal and Strategic Assessment.

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